



SOLICITATION FOR CREATIVE AND TECHNICAL SERVICES

California Energy Commission

New Solar Homes Partnership

PURPOSE:

Edelman is the prime contractor for the California Energy Commission's New Solar Homes Partnership, under Contract Number 400-06-010. We are seeking a sub-contractor to perform creative and technical web services on behalf of the California Energy Commission for the New Solar Homes Partnership.

Launched in January 2007, the New Solar Homes Partnership (NSHP) is a component of the California Solar Initiative, signed into law in 2006 under Senate Bill 1 (Murray) to implement Governor Schwarzenegger's \$3.3 billion, Million Solar Roofs Program. The NSHP provides financial incentives and marketing support to home builders, encouraging the construction of new, energy efficient solar homes that save homeowners money on their electric bills and helps protect the environment. The goals of the NSHP are to create a self-sustaining market for solar homes and gain builder commitment to install solar energy systems on new homes as a standard feature for the home buyer. A new home that qualifies for the New Solar Homes Partnership is at least 15 percent more efficient than the current building standards. The overall goal of the NSHP is to achieve 400 megawatts of new solar-produced electricity by the end of 2016.

REQUIREMENTS:

For the redesign of the Go Solar California campaign web site, under the direction of the California Energy Commission and as a subcontractor to Edelman:

- Implement a campaign microsite that serves as a platform for all program audiences
- Provide a web site distinct from any existing state or federal agency or solar program
- Improve the information architecture of the site so that all navigation is intuitive and content is well organized and easy to find
- Incorporate programming elements that add dimension to the site and draw attention to specific content or navigation features
- Adhere to W3C compliance standards and ADA requirements
- Use best practices and distinguishing features to provide the ultimate user experience

RESPONSIBILITIES:

Subcontractor shall be responsible for performing the following services:

- Information Architecture Consulting – Create detailed web site architecture to serve as a guideline for designing all web page templates, navigation structure and all graphical user experience elements
- Art Direction & Creative Services – Upon approval of the web site architecture begin the design phase of the project, including all page layouts, from home page to tertiary pages and custom graphical elements



- Flash Animation Services – Identify and integrate animated components as appropriate
- Technical Implementation – Provide web programming services to build-out all web page templates in compliance with W3C standards and best practices, adhering to XHTML v1.0 Transitional, WCAG v1.0 accessibility requirements, and CSS 2.0 specifications

Subcontractor will not be responsible for:

- Logo Branding
- Web Programming
- Content Development
- Mobile/Widget Creative Development

RESPOND:

Please submit resumes and portfolios (electronic preferred) to:

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All responses must be received no later than 5:00 p.m. on Thursday, September 10, 2009.